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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

## Submission Type

- ☒ New
- ☐ Resubmission (Non-Recordation)  
Document ID# \_\_\_\_\_
- ☐ Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- ☐ Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

## Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger  
Effective Date  
Month Day Year
- ☐ Change of Name \_\_\_\_\_
- ☐ Other \_\_\_\_\_

## Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name Custom Benefit Programs, Inc.

02282001

Formerly \_\_\_\_\_

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association
- ☐ Other \_\_\_\_\_
- ☒ Citizenship/State of Incorporation/Organization New Jersey

## Receiving Party

☐ Mark if additional names of conveying parties attached

Name USI Insurance Services Corp.

DBA/AKA/TA \_\_\_\_\_

Composed of corporation of Delaware

Address (line 1) 50 California Street, 24<sup>th</sup> Floor

Address (line 2) \_\_\_\_\_

Address (line 3)

San Francisco

CA

94111-4796

City

State/County

Zip Code

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- ☒ Corporation ☐ Association
- ☐ Other \_\_\_\_\_
- ☒ Citizenship/State of Incorporation/Organization Delaware

03/30/2001 GTDN11 00000019 194215 75520121

## FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:

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TRADEMARK

REEL: 002262 FRAME: 0007

## Domestic Representative Name and Address

Enter for the First Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

## Correspondent Name and Address

Area Code and Telephone Number 415-777-3999Name Kimberly G. Russell, Esq.Address (line 1) Steinhart & Falconer LLPAddress (line 2) 333 Market Street, Suite 3200Address (line 3) San Francisco, CA 94105-2150

Address (line 4) \_\_\_\_\_

## Pages

Enter the total number of pages of the attached conveyance document  
including any attachment.# 2

## Trademark Application Number(s) or Registration Number(s)

☐ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75520121 \_\_\_\_\_ 2334601 \_\_\_\_\_

## Number of Properties

Enter the total number of properties involved. # 2

## Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$ 65.00

Method of Payment:

Enclosed ☐Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 19-4215Authorization to charge additional fees: Yes ☒ No ☐

## Statement and Signature

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.*Kimberly G. RussellMarch, 2001

Name of Person Signing

Signature

Date Signed

**ASSIGNMENT OF TRADEMARK  
AND FEDERAL APPLICATION AND REGISTRATION THEREFOR**

WHEREAS Custom Benefit Programs, Inc., a New Jersey Corporation having a principal place of business at 307 12<sup>th</sup> Street, Hammonton, New Jersey 08037, (hereinafter called "Assignor") owns the trademarks and pending Application and Registration therefor in Attachment A hereto.

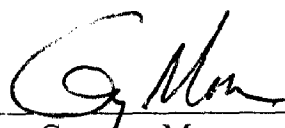
WHEREAS USI Insurance Services Corp., a Delaware corporation having a principal place of business at 50 California Street, 24<sup>th</sup> Floor, San Francisco, California 94111-4796, (hereinafter called "Assignee"), is desirous of acquiring said marks and pending Application and Registration therefor, and all right, title and interest in and to said mark including any and all common law rights therein;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said marks and pending Application and Registration therefor and the goodwill of the business associated therewith and symbolized thereby.

Custom Benefit Programs, Inc.

Dated: February 10, 2001

By



Gregory Morano  
President

**ATTACHMENT A to  
Assignment Between  
Custom Benefit Programs, Inc. and USI Insurance Services Corp**

<u>Mark</u>	<u>Application Serial No./ Registration No.</u>
"BEST BENEFIT ENROLLMENT SOLUTIONS & TECHNOLOGY and Design"	75/520,121
"CUSTOM BENEFIT PROGRAMS INCORPORATED and Design"	2,334,601